

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Response Transmittal

In re application of: Cannon

Serial No.: 09/814,622

Filed: 03/22/2001

For: METHOD AND APPARATUS FOR ANALYZING DATA
AND ADVERTISING OPTIMIZATIONMail Stop AF Amendment
Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing in the above-identified Application is a:

1. Response.

☒ No additional fee is required.☐ The fee has been calculated as shown below:

(Col. 1)	(Col. 2)	(Col. 3)
CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NO. PREVIOUSLY PAID FOR
TOTAL 41	MINUS	41
INDEPENDENT 6	MINUS	6
<input type="checkbox"/> THREE MONTH EXTENSION OF TIME		

(Col. 3)

Small Entity

RATE	ADDITIONAL FEE
x \$ 9.00=	\$.00
x \$42.00=	\$.00
\$465.00	\$.00
Total	\$.00

☐ A check in the amount of \$ to cover fee is enclosed.☒ The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 19-0513. A duplicate copy of this sheet is enclosed.☒ Any additional filing fees required under 37 C.F.R. §1.16.☒ Any patent application processing fees under 37 C.F.R. §1.17.

Date: February 4, 2004

Respectfully submitted,

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Registration No.: 42,342

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☐ CERTIFICATION OF FACSIMILE TRANSMISSION

I hereby certify that this paper is being facsimile transmitted to the Patent and Trademark Office on the date shown below.

☒ CERTIFICATE OF MAILING

I hereby certify that I am depositing the enclosed or attached correspondence with the United States Postal Service as first class mail in an envelope addressed to Mail Stop AF Amendment, Commissioner of Patents, Alexandria, VA, 22313-1450,

on February 4, 2004

Heather Clark



Docket No. CANN-0208

**IN THE UNITED STATES PATENT AND
TRADEMARK OFFICE**

AMENDMENT

Applicant: Cannon Docket No.: CANN-0208
Serial No.: 09/814,622 Group Art Unit: 2172
Filed: 03/22/2001 Examiner: Fleurantin, Jean
Title: METHOD AND APPARATUS FOR ANALYZING DATA AND
ADVERTISING OPTIMIZATION

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**RESPONSE TO OFFICE ACTION
DATED November 4, 2003**

AMENDMENT UNDER 37 C.F.R. § 1.116

Mail Stop AFAmendment
The Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The following is responsive to the Office Action mailed November 4, 2003. Applicant respectfully requests reconsideration of the application in view of the following:

I HEREBY CERTIFY THAT THE CORRESPONDENCE TO WHICH THIS STATEMENT IS AFFIXED IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE, POSTAGE PAID, AS FIRST CLASS MAIL IN AN ENVELOPE ADDRESSED TO THE COMMISSIONER OF PATENTS, ALEXANDRIA, VA 22313-1450, ON: February 4, 2004

SIGNED: Heather Clark

Amendments to the Claims are reflected in the listing of claims that begins on page 3 of this paper.

Remarks/Arguments begin on page 14 of this paper.